

1

Build a Prime Prospect List Fast, for a Few Cents per Name

20% of the units in any market represent 80% of the volume. A list of these prime prospects is essential if sales calls and direct mail are to be concentrated where they will produce most.

One way to build such a list is to dig it out with cold calls, over many years, at ghastly expense. The other way, with sales and advertising managers working together, will give you a better list, in a few weeks, for a few cents per name.

First, you decide what you need to know about a suspect, to know if he is a prospect, and how big a prospect.

Second, you let Perrygraf design and make for you, a slide-chart that has irresistible appeal for the men you want to reach, but no appeal at all for people who cannot buy your product.

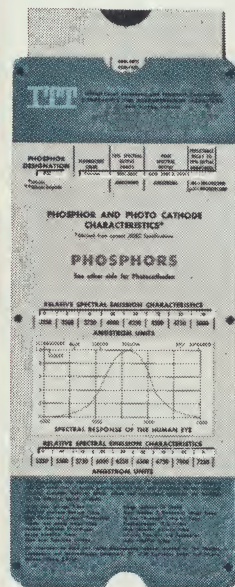
Third, you offer this slide-chart in your advertising, in return for the information you want. In one instance 35,000 replies were received from two mailings to a 50,000 list of suspects.

Ten thousand prime prospects were culled from the replies and became the regular sales call list.

Seven more examples on the next few pages show how Perrygraf slide-charts can do a phenomenal job for you, in producing inquiries from the very people you want to reach.



PERRYGRAF
slide-charts



"2000 responses from a 3000 mailing"

International Telephone Laboratories wanted to reach engineers and scientists who could buy and recommend their products. They had Perrygraf design a ready reference slide-chart for phosphor and photo cathode characteristics.

It had great appeal for ITT prospects but no special appeal for anybody else.

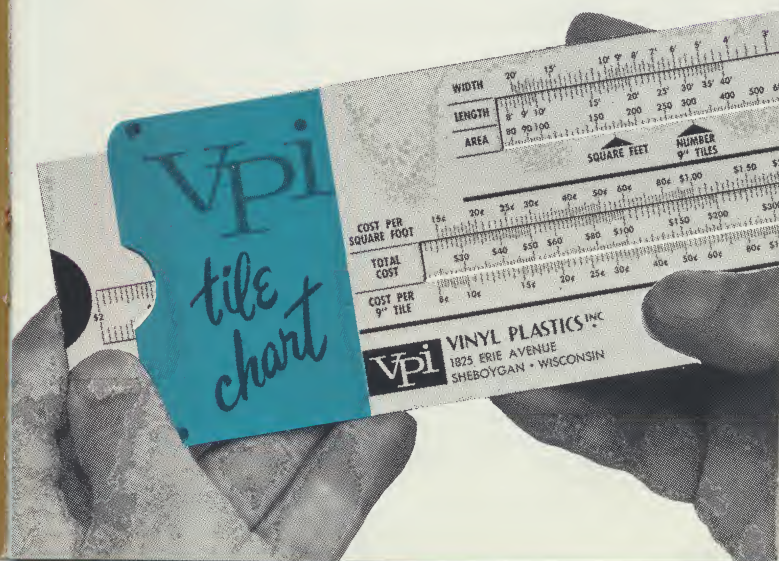
Says ITT, "2000 requests were received from a 3000 mailing offering the slide-chart. Requests came from the engineers and scientists we particularly wanted to reach."

"In addition," says ITT, "we received many letters asking for additional quantities to distribute to key people we did not have on our original list."

"Inquiry response phenomenal"

"We have already received about 10,000 requests for our slide-chart from people WHO BUY FLOORING, and we expect 20,000 more," says Ted Nemes, Vice President of Vinyl Plastics—Sheboygan, Wisconsin.

"Flooring dealers tell us this Perrygraf slide-chart is the finest device ever produced to calculate amount of flooring for a job."





Ainsworth Seed

A Perrygraf slide-chart designed and made for Ainsworth Seed Company, Mason City, Ill., pulls inquiries from seed buyers. It puts a wealth of planting information right at the fingertips. How much seed is needed for acreage to be planted, when to plant, how to plant and other valuable planting information is on one side. The other side is a scientific selector for Ainsworth hybrid seed corn, based on location and soil.

Not only does this slide-chart pull inquiries from seed prospects; in the hands of the farmer, it is consulted whenever planting is discussed, injecting Ainsworth again and again when orders are in sight.

